



# **5 KEY ACTIONS TO BRING OUT THE BEST IN YOUR BUSINESS**



**INNOVATION IN BUSINESS CONFERENCE**

**Clancy Consultants, Inc.**

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# PURPOSE/OUTCOMES

- Present a positive, strengths-based approach to strategic planning for small business owners
- Outcomes
  - Think more strategically about your role in your business
  - Create a vision/future scenario for your business



# OUTCOMES

- Be more proactive & strategic in how you use time
- Build on your strengths and the strengths of your business
- Build more effective structure to ensure quality processes, procedures & products





# DEMYSTIFYING STRATEGIC THINKING

- Proactive business owners do two things:
  - They self-manage (choose & respond)
  - They plan & are strategic (conscious about what they think/do)
- How do you define “strategic”?
  - Crucial, important, key, vital, critical, decisive (big picture)
  - Tactical, calculated, deliberate, planned, diplomatic (detailed path forward)





# STRATEGY AS A STRENGTH

- Anticipating the future is an innate human capability...
- For some people being strategic is a natural strength (big picture or detailed path)
  - The ability to sort through the clutter and find the best route
  - A distinct way of thinking – able to see patterns where others just see complexity (what if this happened?)
  - Can see a path forward and the consequences when others often can't.



# STRATEGIC PLANNING SKILLS

- It is a management tool for organizing the present on the basis of projections for the desired future.
- Anyone can learn!
- It is a road map to lead a company from where it is now to where it would like to be in 2, 5 or 10 years.
- It is a process that can be learned, followed and eventually mastered.
- The business owner IS the strategic planner of the company.


# COMMON BUSINESS CHALLENGES

- Need to move to another level (new vision, think differently)
- Need for mentoring/support
- How to set limits/boundaries
- Marketing & advertising advice
- Good ways to reach markets
- Financing help
- Exit strategy





# HOW WE MAKE IT HAPPEN



Results

Actions

Feelings

Thoughts

# FIVE KEY STRATEGIC THOUGHTS

- What you pay attention to grows
- You're hardwired to anticipate the future
- Time flows to where you put your attention
- Go with your strengths
- You need structure to succeed



*1<sup>st</sup> Thought*



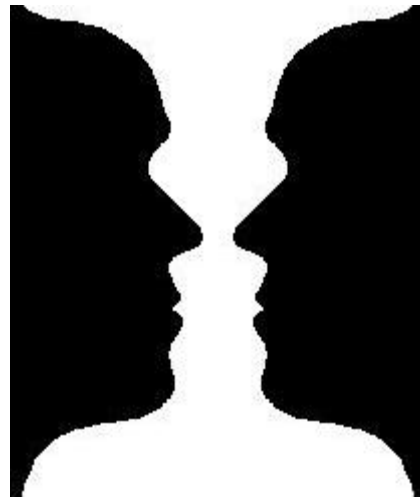
# WHAT YOU PAY ATTENTION TO GROWS





# *Shifts in Perception*

- From negative to positive
- From don't want to want
- From problems to solutions



# THOUGHTS CREATE REALITY

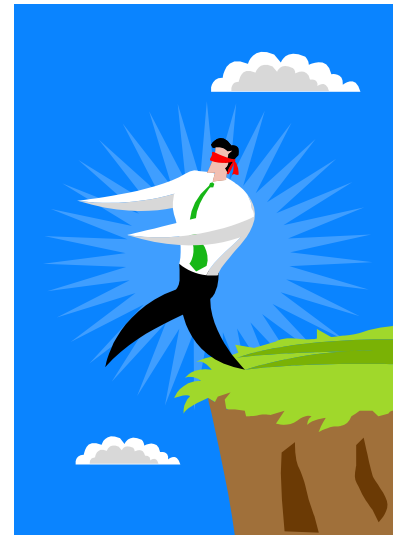
- We can only think of one thing at a time
- We're either thinking about what we don't want or what we do want



“Kaleidoscope” image for change: shift your perception from the limitations of the past & present to the possibilities of the future



Worry is simply  
the habit of  
focusing on  
what you don't  
want...





Action



# #1 RESPOND, NOT REACT



*Stand ready to change and learn by  
focusing on what you want.*

# CREATE A POSITIVE BUSINESS STORY

- What are the top 5 things you want from owning or running your business?
- On a scale of 1 to 10, where are you on achieving those? (1—not at all, 10—done!)
- Write them down



*2<sup>nd</sup> Thought*

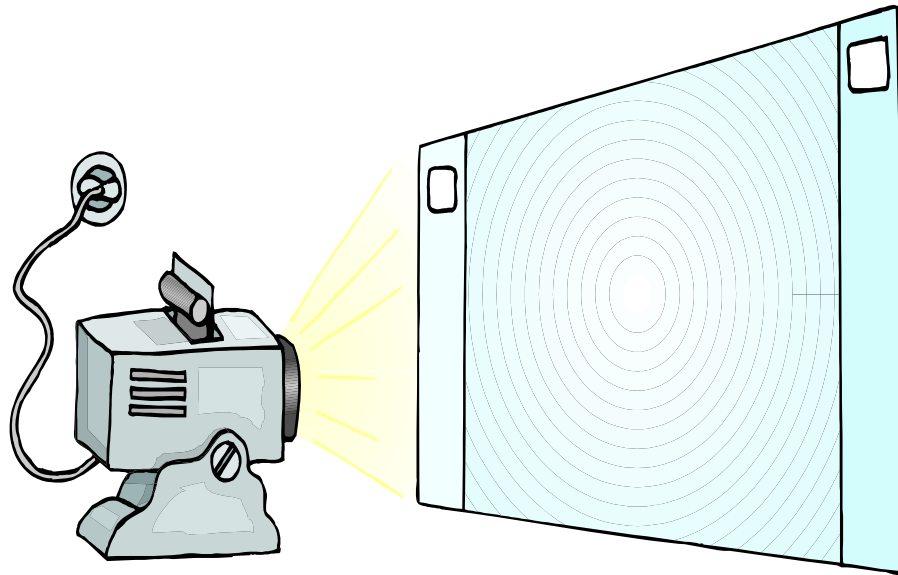


# YOU'RE HARDWIRED TO ANTICIPATE THE FUTURE





You *image* what is  
wanted



Action



## #2 CREATE A VISION OR FUTURE SCENARIO



*Be proactive. If you start out with a goal (vision) in mind, you're more likely to make it.*

# POWER OF VISION

## **VISION**

(Where we want to be)

***Creative  
Tension***



## **CURRENT REALITY**

(Telling the truth about  
where we are)



# APPRECIATIVE PLANNING ASSESSMENT

**VALUES**

**What are the core values of our business?**

**MISSION**

**What business are we in?**

**VISION**

**What are our desires?  
What's our passion?**

**KEY  
GOALS**

**What are the key goals we want to achieve in the next 2-3 years?**

**PRIORITIES**

**What do we need to do in the short term to set up for success?**

**ACTION  
PLANS**

**How do we live our dream every day?**

## Internal/External Assessment

**Discover: What gives life to us? What are our strengths & successes?**

**Dream: What is the world calling us to be?**

**Design: What does it look like when we're successful?**

**Destiny: What resources, tools & knowledge would help us be more effective?**

**IMPLEMENTATION**



**ASSESSMENT**





# VIEW OF YOUR FUTURE

1. What is at the **core** of your business that if it were gone it would no longer be the same?
2. What is the “**world**” calling your company to be?
3. What is the **mission/purpose** of your business? (What business are you in? Who do you serve?)
4. What is your **vision** of the business? (This is about the future, your passion & aspirations. It is a stretch.)



# TIME FLOWS TO WHERE YOU PUT YOUR ATTENTION



# WHAT'S A BALANCED LIFE TO YOU?



*Action*



# **#3 BE PROACTIVE & STRATEGIC IN HOW YOU USE YOUR TIME**







# MAKE A PLAN

- Identify what you need to pay attention to
  - Key priorities to focus on daily, weekly, monthly
  - Write down things!! Get them out of your head!!
- Free yourself from the tyranny of the urgent to focus on what's important

# WORKING IN THE ZONE



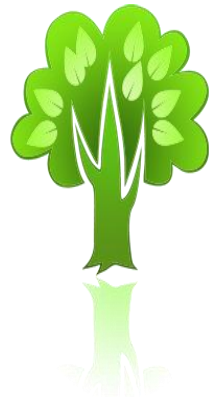
	<b>Urgent</b>	<b>Not Urgent</b>
<b>Important</b>	<b>I</b>	<b>II</b>
<b>Not Important</b>	<b>III</b>	<b>IV</b>

# BUSINESS PLANNING QUESTIONS

- What are 3-5 key goals or priorities you must do in 2010 to move towards your vision?
- What do you need to delegate?



*4th Thought*



# GO WITH YOUR STRENGTHS







# THREE-PEOPLE-IN-ONE BUSINESS OWNER\*

- The Technician (70%)
- The Manager (20%)
- The Entrepreneur (10%)

*\*E-Myth Revisited*, Michael Gerber, 1995

# THREE-PEOPLE-IN-ONE BUSINESS OWNER

## ■ The Technician (70%):

- Is a doer and lives in the present.
- Loves the feel of things and the fact that things can get done
- Happy working only on one thing at a time – likes to be in control of the work flow
- Technician is the wrong person to lead the business!





# THREE-PEOPLE-IN-ONE BUSINESS OWNER

## ■ The Manager (20%):

- Manages the business
- Is pragmatic
- Likes predictability
- Craves order
- Tends to live in the past (what worked before)
- Tends to cling to the status quo and sees problems rather than opportunities



# THREE-PEOPLE-IN-ONE BUSINESS OWNER

## ■ The Entrepreneur (10%):

- Is the visionary, the dreamer
- Is the energy (passion) behind the activity
- Is the catalyst for change and lives in the future
- Is the creative personality
- Also has an extraordinary need for control



# WHICH HAT DO YOU WEAR MOST OFTEN?

■ Technician



■ Manager



■ Entrepreneur



*Action*



## **#4 WORK TO YOUR BEST**



# CAPITALIZE ON WHAT YOU DO BEST

- Clarify your role to match your strengths
- Know what your top 5 business / personal strengths and assets are.
- Underpromise and overdeliver to self & others



*5th Thought*



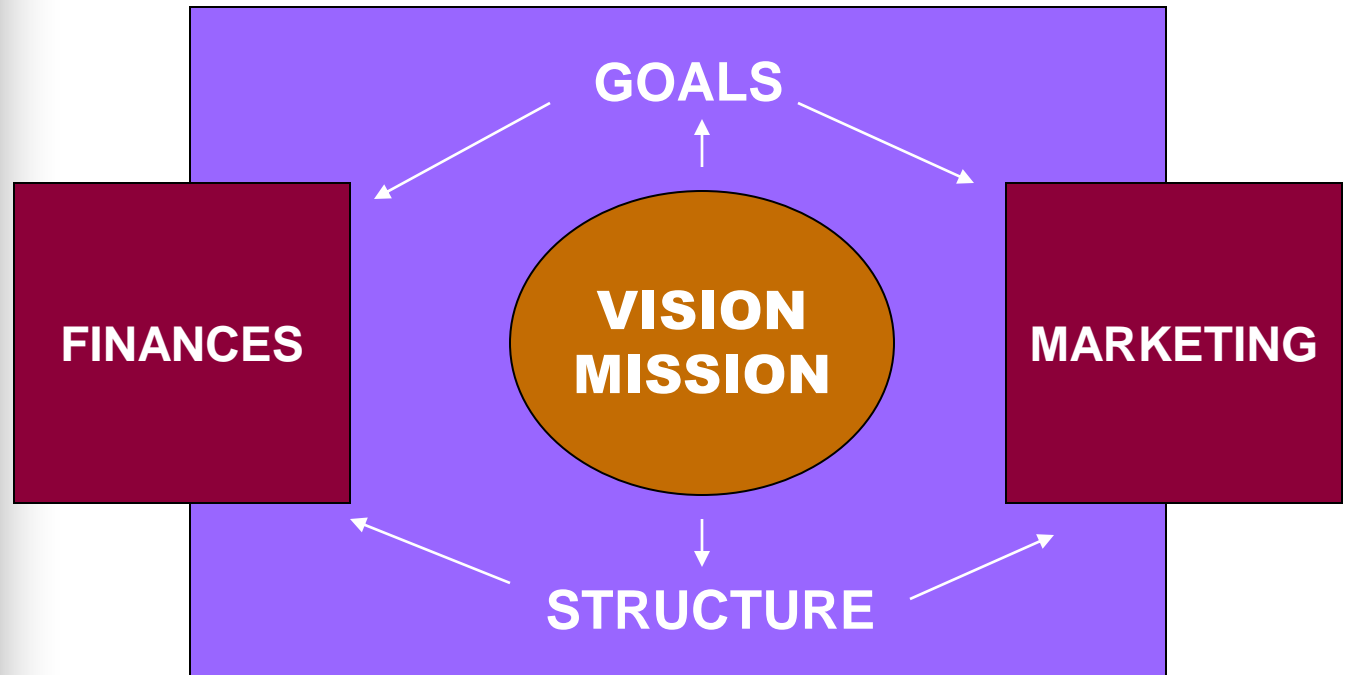
# **YOU NEED STRUCTURE TO SUCCEED**



*No business owner is an island!*



# BUSINESS STRATEGY MODEL

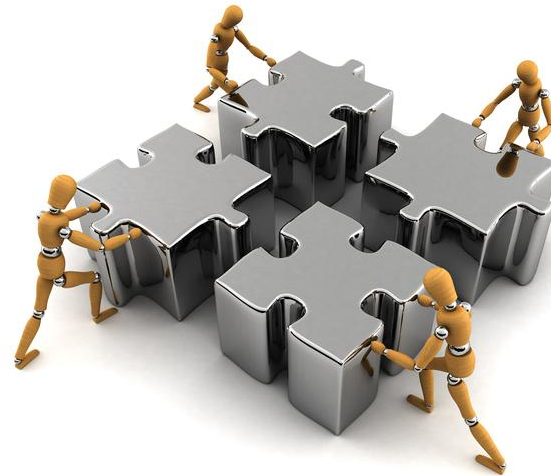


Requires a new way of THINKING

*Action*



# #5 REPLICATE YOURSELF



# BUILDING A BUSINESS STRUCTURE

- Establish clear roles & responsibilities (most importantly your own)
- Replicate yourself through processes & procedures (NO CLONING!)
  - Write things down
  - Use processes to ensure quality control



# BUILDING A BUSINESS STRUCTURE

## ■ Delegate

- Focus on what only you can do & that has leverage for the company

## ■ People (employees) seem to need either a crisis or goals to achieve extraordinary outcomes.





# ELEMENTS OF SUCCESSFUL IMPLEMENTATION

- Picture of where you want to go
- Action steps to get there
- Accountability to yourself & others for what you want to achieve
- Support to get you there (resources, family members, friends, mentors, coaches, etc.)
- Appreciative perspective to focus on the positive that you have & the positive that you want





# THE FIVE KEY STRATEGIC ACTIONS

1. Respond, not react.
  - What you pay attention to grows. Stand ready to change and learn by focusing on what you want.
2. Create a vision/future scenario.
  - You're hardwired to anticipate the future.
3. Be proactive & strategic in how you use your time.
  - Time flows to where you put your attention.
4. Work to your best.
  - Go with your strengths.
5. Replicate yourself.
  - You need structure to succeed.



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